

November 10, 1942

Dear Lou:

Here is the dope on the game. It is between the Yale JV's and the Princeton JV's. It will be held on University Field Friday, November 13th at 3:30 PM. We will sell the game as a two hour package, extra time gratis. During this time we will give 16 twenty-five second spots. These will be written by the station if the advertiser so desires. These two hours will be sold at your rate of \$24 for the half hour - or \$96 for the entire works. We will accept payment in due bill form. Restrictions are put on us by the Athletic Association and are as follows. We cannot sell the game to a sponsor as such, but may sell spot time during and around it. That is, we may not announce that the game is being brought to the audience by the courtesy of a certain sponsor. No mention of this will be made. Spot time only may be sold.

Here are the selling points for the game. There is great deal of student interest in this game. The campus news paper is planning on giving it a big spread Friday morning. The JV's schedule was cut this year because of the transportation difficulties. This is their last game. We are broadcasting right from the sidelines.

A great many people are going to be in Princeton Friday. The Triangle Club is giving the opening performance of their new show, "Time and Again". All seats have been sold out. All hotel rooms in town have been reserved. There will be a great many cocktail parties during the afternoon. After the game we are putting on an all request program which is very popular. We are plugging this along with the game. In other words we will have a good audience. On Saturday the guys and their dates will be going to NYC for the Yale Game at Baker Field. That evening Yale and Princeton are giving a jointly a dance at the Plaza Hotel. Needless to say it will be one hell of an affair. Every one will be staying in NYC for the night. They will need a rooms- at a hotels. Any New York hotel would really get its money's worth from the ad.

Thats the dope. You can build it up or tear it down as you see fit.

Sincerely,